

Can one pound of Grassfed Beef make an impact?

What can swapping out just one pound of your regular beef, weekly, for a pound of grassfed beef do for you? It can change your world.

Making the switch from typical store-bought meat to all-natural grassfed beef can not only change, but improve the earth we occupy. Just a pound, per family, can:

- Improve and protect our essential grasslands
- Protect our water supply, across the continent
- Prevent erosion
- Rebuild topsoil and soil ecology.
- Keep grasses green and growing.

And the impact would be limited only by the extent of the people who practice the consumption of grassfed beef. Pasture raised, grass grazed, grass finished.

Cattle raised as grass fed and finished, as mentioned before, will enrich our soils and keep our grasses growing green and strong. Growing grasses process carbon, extracted from our atmosphere and returning healthy oxygen. Grass also produces moisture from the earth, metering its return in a conservative fashion, rather than what occurs from simple evaporation and percolation. Those same grasses capture rain as it falls, replenishing the earth beneath it and nourishing organisms that work around the clock to build better, organic components, that compose our soils.

Grass-fed beef cattle also control overgrowth of these grasses by the very function mentioned; grazing. They enrich the soil by nutrients provided in fertilizer that is returned to the earth and consumed by the grasses themselves, rather than feedlots (whose cattle never even see grass, and whose waste is scooped up into massive, methane-producing mountains of manure). In the United States alone, if each home were to exchange one pound of their typical grain-fed commodity beef for pasture-raised, grass-grazed and finished grassfed beef, we stand to prevent over one hundred million pounds of wasted excess phosphorous and nitrogen from being dumped onto our land and restore literally billions of tons of American topsoil.

All of these conservative and restorative processes are referred to by scientists as “Regenerative Agriculture” and are positive steps to healing and rebuilding our grasslands. These environmental benefits are essential to us all:

- Healthier prairies and grasslands
- Cleaner air
- Cleaner ponds, rivers and waterways
- Less pollution from nitrogen extraction
- Less mining for chemicals such as phosphorous from our lands.
- Lowered carbon footprint.
- Stabilized production and economy for farmers and fishermen alike.
- Healthier families.
- The list goes on...

A healthier life, healthier future, and healthier country are all within our reach, if each of us would make this one small change; a change for a healthier tomorrow and for our family! Join us in this effort, to make your lives better by including even just one pound of pasture-raised grass-grazed grass-finished beef in your weekly shopping!